



**2010**

**Toronto St. Patrick's Day Parade  
Sponsorship Program**

**250,000+ SPECTATORS**

**250,000+ WEBSITE IMPRESSIONS**

**TELEVISION**

**NEWSPAPERS**

**POSTER**

**OVER 1 MILLION EYES UPON YOU!**

## Introduction

The annual Toronto St. Patrick's Day Parade is one of the largest Irish community parades in the world and is the first major public event in the year for the City of Toronto.

The St. Patrick's Parade Society of Toronto (SPPS), a registered not-for-profit Ontario Corporation since 1986, organizes the Parade. The SPPS does not receive any government funding whatsoever and the funds raised to stage the event come solely from the local Irish community and our corporate sponsors.

This document describes the events surrounding, and standard sponsorship packages available to support the Parade along with the benefits our sponsors receive in exchange for their support.

## The Events

There are two primary events that form a weekend of celebration and offer our sponsors the opportunity to promote their corporate identity, products and services to the community.

### 1. The Parade

The 2010 parade marks the 23<sup>rd</sup> Annual Toronto St. Patrick's Day Parade and will be held on Sunday, March 14. The parade begins at 12:00 noon starting at Bloor Street West & St. George, continuing along to Yonge Street, down Yonge to Queen and finishing at the VIP Review Stand at Nathan Phillips Square.

Typically the Parade is about 1.5 hours in length and passes 250,000 spectators from all walks of life and ethnic backgrounds. Entries in the procession include most of the Irish County Associations as well as other Irish Community groups, marching bands and commercial sponsor entries.

A post-parade reception follows where refreshments and entertainment are available to parade participants and awards are presented to the best community entries.

### 2. Grand Marshal's Ball

On the eve of the Parade, the Grand Marshal's Ball officially welcomes the Grand Marshal for the Parade. Typically, the Parade Grand Marshal is an individual of Irish descent who is in the public eye in the GTA. Recent Grand Marshals include: CTV's Dave Devall, radio personality Erin Davis and hockey great Brendan Shanahan.

The Grand Marshal's Ball is a "black tie" gala evening that attracts leaders of the GTA's Irish community, foreign dignitaries and celebrities.

## Parade Sponsor Packages

We have prepared the following standard parade sponsorship packages that offer different levels of participation and benefits for sponsors.

Custom sponsorship programs can also be developed to offer other options for brand exposure, parade entries, payment by “goods-in-kind”, etc. Please contact us to discuss your ideas.

### **Shamrock Parade Sponsor - \$1,500**

- Option of being the presenting sponsor of a contracted marching band in the procession or, entry of sponsor’s own mobile float.
- Sponsor’s name.included on Parade banner preceding entry.
- Sponsor name with link on every page of the Parade Website at [www.topatrick.com](http://www.topatrick.com). This listing will be visible for the 2010 calendar year.
- Sponsor name with link in all Parade Flash electronic newsletters for the 2010 calendar year.
- Name listing on the Parade Sponsors page in the Grand Marshal’s Ball Souvenir Programme.

### **Claddagh Parade Sponsor - \$2,500**

- Presenting sponsor of a contracted marching band in the procession.
- Sponsor’s name.included on Parade banner preceding entry.
- Sponsor logo with link on every page of the Parade Website at [www.topatrick.com](http://www.topatrick.com). This listing will be visible for the 2010 calendar year.
- Sponsor logo with link in all Parade Flash electronic newsletters for the 2010 calendar year.
- Sponsor logo on Parade Poster. 500 posters will be distributed to area restaurants, pubs, social clubs and select GTA public venues two weeks prior to the Parade.
- Sponsor logo on the Parade Sponsors page in the Grand Marshal’s Ball Souvenir Programme.

### **Harp Parade Sponsor - \$3,000**

- Opportunity for sponsor to place their own float or similar mobile presentation in the parade procession. Entries are subject to approval by the Parade Director for compliance with requirements set forth in the Permit issued by the City of Toronto.
- Sponsor’s name.included on Parade banner preceding entry.
- Sponsor logo with link on every page of the Parade Website at [www.topatrick.com](http://www.topatrick.com). This listing will be visible for the 2010 calendar year.
- Sponsor logo with link in all Parade Flash electronic newsletters for the 2010 calendar year.
- Sponsor logo on Parade Poster. 500 posters will be distributed to area restaurants, pubs, social clubs and select GTA public venues two weeks prior to the Parade.
- Sponsor logo on the Parade Sponsors page in the Grand Marshal’s Ball Souvenir Programme.

## Grand Marshal's Ball Sponsor Packages

The following opportunities offer sponsors excellent exposure to several hundred Irish Community leaders, dignitaries and celebrities at a formal gala honouring our Parade Grand Marshal.

### Cocktail Reception Sponsor - \$3,000

- Sponsorship signage placement in cocktail reception area.
- Product sampling available dependent on permit and policy stipulations of host venue.
- Logo inclusion on half-page "Thank You" in the Grand Marshal's Ball Souvenir Programme.
- Full-page colour advertisement (inside page) in the Grand Marshal's Ball Souvenir Programme.
- Sponsor logo with link on every page of the Parade Website at [www.topatrick.com](http://www.topatrick.com). This listing will be visible for the 2010 calendar year.
- Sponsor logo with link in all Parade Flash electronic newsletters for the calendar year.
- Four (4) tickets to the Grand Marshal's Ball.

### Entertainment Sponsor - \$4,000

- Sponsorship signage placement in main ball room.
- Product sampling available dependent on permit and policy stipulations of host venue.
- Logo inclusion on half-page "Thank You" in the Grand Marshal's Ball Souvenir Programme.
- Full-page colour advertisement (back outside cover) in the Grand Marshal's Ball Souvenir Programme.
- Sponsor logo with link on every page of the Parade Website at [www.topatrick.com](http://www.topatrick.com). This listing will be visible for the 2010 calendar year.
- Sponsor logo with link in all Parade Flash electronic newsletters for the 2010 calendar year.
- Table for eight (8) at the Grand Marshal's Ball.

## **Appendix A – Brand Exposure**

Our Sponsor Programs have been assembled to deliver brand exposure for our sponsors through multiple media and venues. This appendix summarizes the brand exposure opportunities at the time of printing of this document. Other opportunities may be made available as the date of the Parade draws nearer.

### **Parade Route Spectators**

The Parade typically attracts a minimum of 250,000 spectators along the parade route with attendance as high as 500,000 depending upon the weather. The spectators are made up of many ethnic backgrounds with notable representation from the Asian community.

### **Broadcast Exposure**

Rogers Cable 10 provides recording, commentary and broadcast of the entire Parade. Typically the Parade is broadcast on the area Rogers Community Stations at least twice in the 2 weeks following the parade.

### **Radio PSAs**

All major radio stations in the GTA issue multiple public service announcements regarding the Parade during the week leading up to the Parade. Parade updates are also provided for several months leading up to the Parade on the following local Irish Community programs:

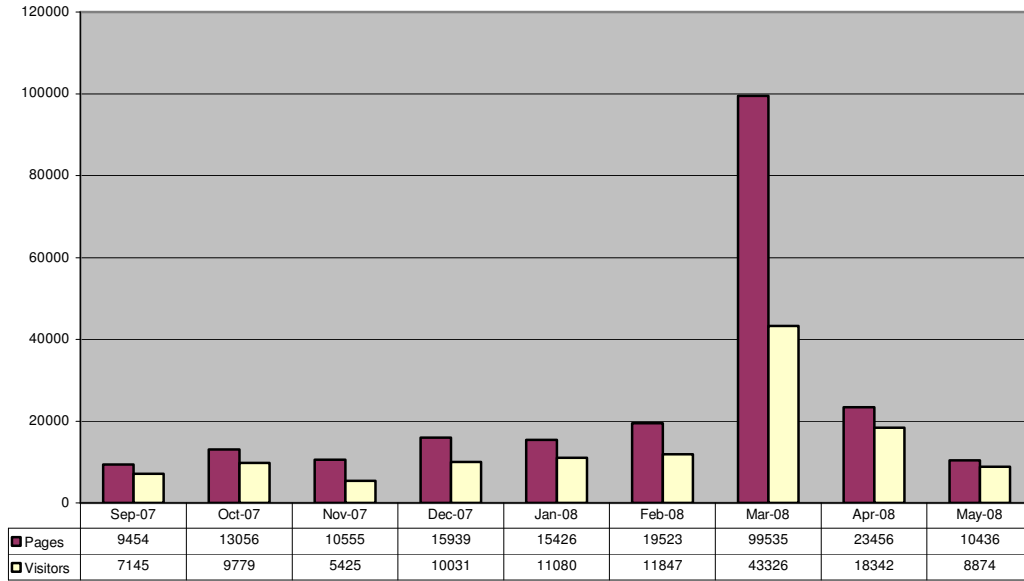
- Ceol Agus Craic – AM 1430 – Host: Eamonn O’Loughlin
- Songs From Home – AM 1540 – Host: Hugo Straney
- Radio Erin Show – AM 740 – Host: Frankie Benson

### **Newsprint**

All major newspapers in the GTA cover the St. Patrick’s Parade with St. Patrick’s Day theme pieces the week prior to the Parade, route map the day prior and day of the Parade and post-parade photos and copy the day after.

### **Internet Exposure**

The SPPS recognizes the importance of the Internet as not only an important communications tool but also a valuable media to promote our sponsors to the world. Our website at [www.topatrick.com](http://www.topatrick.com) offers excellent exposure to our sponsors as we currently deliver over 250,000 page impressions per year to over 90,000 visitors.



Complimenting our website is the Parade Flash, our electronic newsletter. The Parade Flash is emailed to an opt-in subscriber list delivering over 10,000 page impressions annually to a targeted audience.

Internet promotion is included with all sponsor packages providing company logo or name placement with links to the sponsor's own website. Advertising packages on our website and in our newsletter are also available as a standalone promotion option. Please contact us for details on advertising packages.

## Contact Us

For more information on sponsoring the Toronto St. Patrick's Day Parade, please contact the following Executive Committee members:

- Pat Canavan – Chair – T: 416-487-1566 / E: pcanavan@topatrick.com